

ORDER



Orders
Order / Rev: 198066
Alt Order #: 06841170
Product Desc: 8/14-8/20 RESTORE OUR FUTURE
Estimate: 341
Flight Dates: 08/14/12 - 08/20/12
Original Date / Rev: 08/13/12 / 08/13/12
Order Type: REG

WVBT

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency Name: Mentzer Media Services
Buying Contact:
Billing Contact:
 600 Fairmount Avenue
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/Restore Our Future
Demographic: A35+
Product Codes: PL2
Priority: P2
Revenue Codes: AGY, POL, REG

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN2570/SP271/TO1326/AL2874/MO967

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/20/12	12	\$13,500.00	\$11,475.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	12	\$13,500.00	\$11,475.00	0.00
Totals	12	\$13,500.00	\$11,475.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WVBT	10%	\$13,500.00
Market	100%	\$135,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	40%	\$54,000.00
WGNT	0%	\$0.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	27%	\$36,450.00
WTVZ	0%	\$0.00
WVEC	23%	\$31,050.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	08/14/12	08/17/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	- TWTF - -	:30	3	\$1,200.00	P1	0.00	NM	3	\$3,600.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/13/12	08/19/12	- TWTF - -	3		\$1,200.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	WVBT	08/13/12-08/19/12		Late News (After Sports)	Late News (after 5		- - - ThF - - - -	:30		\$1,200.00		0.00	NM		

Order / Rev: 198066
 Alt Order #: 06841170
 Flight Dates: 08/14/12 - 08/20/12

Advertiser: POL/Restore Our Future
 Product Desc: 8/14-8/20 RESTORE OUR FUTURE
 Estimate: 341

WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WVBT	08/16/12	08/17/12	NFL Pre-Season Game Fox Preseason NFL	CM	Fox Preseason NF---TF--	:30	3	\$1,800.00	P2	0.00	NM	3	\$5,400.00
PRE-SEASON NFL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	---TF--		3		\$1,800.00			0.00			
E 3	WVBT	08/17/12	08/17/12	Fri Hour 1 Fri 8-9p	CM	8-9p-----F--	:30	1	\$600.00	P2	0.00	NM	1	\$600.00
HOUSE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	----F--		1		\$600.00			0.00			
E 4	WVBT	08/18/12	08/18/12	Sa 10-1044p Fox News @10 Sat	CM	10-1045p-----S-	:30	2	\$700.00	P2	0.00	NM	2	\$1,400.00
SATURDAY LATE NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-		2		\$700.00			0.00			
E 5	WVBT	08/19/12	08/19/12	FOX News Sunday Fox News Sunday	CM	10-11a-----S	:30	1	\$100.00	P2	0.00	NM	1	\$100.00
FOX NEWS SUNDAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S		1		\$100.00			0.00			
E 6	WVBT	08/19/12	08/19/12	Su 10-1044p Fox News @10 Sun	CM	10-1045p-----S	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
SUNDAY LATE NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S		1		\$1,200.00			0.00			
E 7	WVBT	08/20/12	08/20/12	M-F 10-1044p Fox News @ 10	CM	10-1045pM-----	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
LATE NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----		1		\$1,200.00			0.00			
Totals												12	\$13,500.00	